Medi@tic, a facility for Audiovisual & Media Growth

The design and the construction of the Medi@tic Observatory has now been completed by project partner Cork Institute of Technology and the resource is ready for use by partners or other user organisations within their regions, before it is opened up for a wider usage.

The Medi@tic Observatory is intended for dual use both as an observatory and as a Repository. The Observatory will catalogue and store project documentation and policy and developmental papers and good practices related to the European and Global Digital Media sector. In its role as a repository, the resource will provide an excellent platform the cataloguing, indexing, copyright licencing, retrieval, viewing and downloading of all types of digitised materials and artefacts. These files and artefacts could contain information on Digital media enterprises in regions, information on various European projects in the multimedia sector, CVs and work examples of digital or traditional graphic artists or digital designers.

There were many important stages in the development of the Medi@tic Observatory, ranging from the actual design of the site's back office functionality, the interface and data base structure and legal and administrative, considerations relating to the use of the resource. These included how copyright issues would be addressed, protocols for users and site moderation. While the resource is now available on line, improvements are continuing to the service levels offered and the embedding of dedicated media players will, it is hoped shortly facilitate in page delivery of video and audio resources.

An important design element was also the development of the primary 'Community' structures within the observatory. All files or artefacts are stored with Communities and within each Community there are Collections. Site administrators can add additional communities as required and within these amounts of new collections can be added. Various levels of administrative access can be granted to users, enabling authoring, editing and the definition of Communities and Collections

Partners are now beginning to populate the Observatory with artefacts and files and an invitation was extended at the recent project Krakow meeting of the partnership for partners to identify other potential users in their regions, who may have artefacts to contribute. An example may be a Multimedia Department of a local University who may have students' dissertations or a local digital creative industry cluster with information on its member enterprises and their interest building a catalogue of potential collaborative action with similar enterprises in other partner or third regions.

Website: www.mediaticobservatory.eu

In this issue:

NEW TECHNOLOGIES ARE NEW OPPORTUNITIES

mediatic

"Working for the future of the audiovisual sector"

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European Regional Development Fund

CR - PLAY Capture, Reconstruct, Play.

CR - PLAY will provide a new semi-automatic software to create high-quality realistic contents for videogames by simply taking few sequences of photos and short videos.

Videogames market has changed as the demand for the videogames is increasing in terms of quantity and quality: lifelike graphics have become an essential requirement for videogames. However the creation of lifelike graphics presents many drawbacks for developers: increasing costs, complex management systems and longer pipelines.

CR - PLAY proposes an innovative mixed pipeline for videogames development which will significantly reduce both time and expenses involved in the creation of environments and other assets and make high quality realistic contents accessible even to small game developers.

CR - PLAY is an acronym that stands for Capture, Reconstruct and Play! Once captured, photos and video will be processed by an easy - to - use tool which will reconstruct real life elements like houses, buildings, trees. Once created, environments and objects will be available to be combined with traditional assets made of polygons and textures.

The emerging technologies of Images - Based Rendering (IRB) and Video - Based Rendering (VBR) will serve as backbone for this project.

The three years - long project started in November 2013 and is co-funded by the EU (7th Framework Programme). This consortium is made by seven partners from the academic world and the industrial sector coming from six countries:

- Testaluna (Italy) Project coordinator www.testaluna.it
- INRIA (France) www.inria.fr
- University College Londo (UK) www.cs.ucl.ac.uk
- Technishe Universitaet Darmstadt (Germany) www.tu-darmstadt.de
- Miniclip UK Limited (UK) www.miniclip.com
- University of Patras (Greece) www.upatras.gr
- Cursor OY (Finland) www.cursor.fi

The working team is currently focused on the videogames sector, but project's results open to a wide range of potential application in other sectors: advertisement, short animation, movies, heritage and museum, including a personal recreational use.
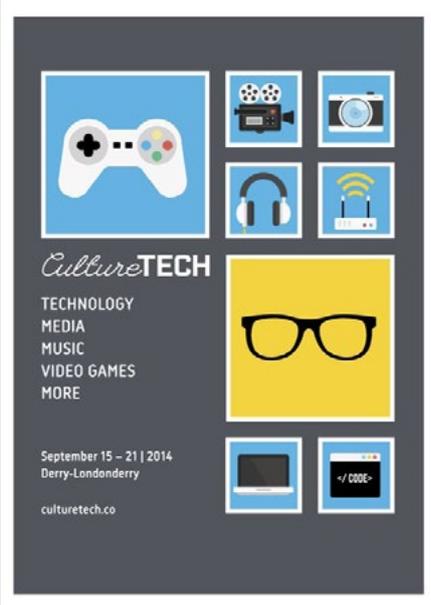
The City of Derry - Londonderry celebrates its 3rd CultureTECH Festival

CultureTECH is a quirky, intimate and unique gathering of speakers, artists, performers and industry professionals from digital media, technology, music and the arts.

Now in its third year, CultureTECH has become Northern Ireland's biggest and most exciting festival of creative innovation - covering everything from music to video games, animation to software and visual arts to TV production.

Across one crazy week from September 15th to 21st, around 40,000 people will play games, listen to music, visit galleries, go to seminars, watch films and, generally, have a great time.

This year there are some amazing highlights including: a huge Minecraft tournament, outdoor video dome, the Ministry of Science stage show, launch of the NW Regional Science Park, Culture Night Derry and a giant fruit orchestra..

You can find the updated programme, featuring over 100 events and sessions at CulturTECH Festival website, www.culturetech.co

Eircom Spiders Digital Workshop in Cork City

On the 25th of September a digital workshop will be held organised by the Eircom Spiders Digital Workshop at the River Lee hotel (Cork City). This will be the third event organised by them so far this year.

The workshop is completely free and it is a good opportunity for SMEs which want to improve their online presence. Among valuable things, attendees can expect to:

- Meet and network with other Irish business owners and professionals.
- Ask questions to Digital professionals from a wide range of industries and sectors.
- Learn to interact with your customers and key target audiences through Social Media.

There a lot of speakers will talk about different topics related to Digital Media. Among those topics are: Emerging Trends, Analytics, Social Media and Online Public Relations.

The Eircom Spiders established in 1996 and they created these Awards, which recognise and reward Irish businesses for their creativity and innovation in Digital Media.

More information here

Cork Digital Marketing Awards

The Cork Chamber has organised the first ever Cork Digital Marketing Award, which will take place the 6th November 2014. Nominations for the awards are currently open until the 17th September.

The Cork Digital Marketing Awards are free to enter for any full time business based in the Cork region. However, only one nomination per company will be accepted and the nominator must be the business owner or a representative of the enterprise.

According to a spoken person for the Cork Chamber Business School, stated that the timing is right for this type of awards as many businesses from Cork are doing an extraordinary work in the Digital world.

There are many award categories related to Digital Marketing, such as, Best Digital Marketing, Best Website or Best use of Video. Those awards are classified according to the number of employees of the companies

The main aim of the Cork Digital Marketing Awards is to showcase the innovative use of Digital Marketing in driving business and to spotlight the effective Digital Marketing strategy.

Nominations closing date: 17th September 2014
The ceremony date: 6th November 2014
More information here

Medi@tic Project Final conference in San Sebastián

The final conference for the Medi@tic project will take place the 28th and 29th of October in San Sebastián. The theme of the conference will focus on Video Games as more than entertainment.

Details to follow in our next newsletter.